H.No C-36, Rajiv Nagar West, Gurgaon -122001

Phone:9716841194;Email: [Vinod.sh9@gmail.com](mailto:Vinod.sh9@gmail.com)Age: 25 Years, Sex: Male

**np : currently serving notice**

**report: Chief Manager**

**Profile Summary:**

* An innovative thinker with excellent analytical skills possess 6 year + experience in Insurance industry as sales supportfor multiple key accountsand experienced in business development, email marketing, management reporting, database management, policy issuance, domestic events,retention, X-sell,campaign strategies and communication planning.

**Work Experience:**

Organization: Max life Insurance Co India Ltd

Designation: Assistant Manager

Duration: **Dec 2015 – till date**

**Roles, Responsibilities and Achievements**

**Sales Promotion - Distribution & Strategy:**

* Work closely with the head sales promotion and leadership team to develop and implement reward and recognition strategy for channels
* Responsible for design and launch several campaigns and schemes recognition arrangements in line with business plan
* Responsible to make pre and post sales analysis to evaluate the impact of campaign
* Design communication strategy and manage internal marketing activity like Tele calling, SMS campaigns, mailersfor pan India sales team
* Work closely with marketing and product teams to deliver the product sales target for all channels
* Liaison withbusiness Intelligence team to design constructive MIS/dashboard and updateand share with pan India sales team
* Provide campaign analysis and suggest recommended course of action for future campaign optimization
* Analyze sales trends and potentials, manpowerand provide inputs to channel heads on distribution fitment and initiatives for sales teams to enable them to meet business plans more effectively within the allocated budget
* Formulate sales strategies for channels, develop sales forecast, budgeting and manage the shared resources, pursue with internal departments
* Work closely with procurement team and vendors to procure rewards and fulfilled within the timelines

**Work Experience:**

Organization: Aviva Life Insurance Co India Ltd

Designation:Assistant Manager

Duration: **Feb 2010 – Dec 2015 (Aviva on-boarding Jan’12) – 5 years and 10 months**

**Project Team - Distribution & Strategy – (April’12 – Dec’15):**

* Responsible to designbusiness planning, incentive, contests and RnR programs for three key accounts i.e DBS, RBS and an alternative channel distribution
* Make and share pre and post initiatives analysis to the impact i.e productivity, activation, plan achv trend etc
* SPOC for all internal and external stakeholder to fulfill the requirement in the defined timelines
* Works closely with Planning / Business Analyst Lead/Strategy & Planning Manager to develop and carry out overall annual strategic plans and prepare goal sheet for sales team and promotions
* Make several updates to track plan vs. achievement, business quality andretention regularly and share with pan India sales and top management team
* Make and share training calendar for entire sales team and ensure timely submission of training documents to team’s also arrange details for Annual and IRDA audit report submission to Audit team
* Work closely with sales director to enhance processes for smoothly logins and issuance of business
* Make budgeted vs actual costing, hiring plan,business forecasting, trend analysis and business presentations, decks for national sales head periodic review with top management team
* Drive channel sales through several lead campaigns (i.e Direct to sales, Policy Bazaar, Sell Smart, ATM Campaigns etc) and track them through Lead Management Systems (i.emSLAM and Vymo)
* Work closely with cross-functional teams and build relationships with internal stakeholder to streamline the operation processes, new product development to ensure business continuity
* Build financial and operational models to simulate various scenarios and guide management decisions.
* Maintain and publish monthly reports for board committee for channel performance and cost center expenses
* Work closely with HR and finance team to track and reconcile headcount and personnel cost
* Liaison with procurement and several event agencies for contest trips (domestic and international)and events fulfillment also to micro marketing planning.

**Projects:**

* VYMO [Jun’15–Dec’15] – Lead Management system with advance features
* Policy sourcing with Tablet [Oct’14 – Feb’15] – Digital policy sourcing via tablet

**Bancassurance - Retention & X Sell – (Oct’10 – Mar’12):**

* Responsible to make and publish region wise, product wise, channel wise reports with Pan India sales team
* SPOC for all data related for internal and external (i.e brokers, corporate agents) stakeholders
* Responsible for follow-up with branch and call central team for lead generated for Bancassurance channel and share with region team and push for conversion
* Drive persistency and X sell conversion through R&R programs for pan India sales team
* Responsible to make management decks for reviews and meetings

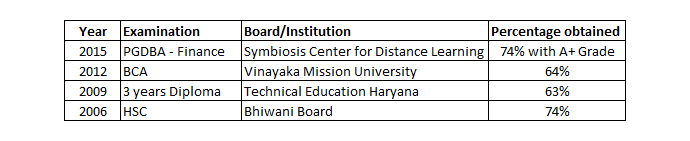
**Achievement**

* Got promoted as **“**Assistant Manager**”** in April 2015
* Awarded with Highest rating and was promoted as “Senior Executive” for Exemplary performance in April 2013
* Certification by Director and Senior Vice president Bancassurance for contribution in Alternate channel in 2013
* Appreciated by Director Bancassurance for contribution in JFM 2012 and 2013
* Increased cross sell conversion rate to a healthy 10% from 3%-4% in 2012 and New Business Premium contribution was 3.0 Crores in JFM’12

**Operations –Dispatch Dept. – (Feb’10 – Oct’10):**

* Responsible for quality check of all Issuedpolicy documents before sending it to the clients.
* Making several MIS, tracker and dashboards of dispatched policies on daily/weekly basis for review with Sr.Management.
* Managing all the requests received from Pan India for their policy delivery

**Educational Qualifications:**



**IT Skills:**

* Knowledge about M.S Office **(Word, Excel, PowerPoint, Access)**

**Personal Information:**

Date of Birth : 20th May 1991

Father’s Name : Sh. Bijender Kumar Sharma

Marital Status : Married